



*April 2, 2009
Heritage Shores Club
Bridgeville, Delaware*

Keynote Speaker



**MAXIMIZING CONSUMER TRENDS IN A DOWN ECONOMY:
Developing New Products and Messages that Resonate**

Despite the economic downturn, consumers are still consuming. They're just consuming differently. Travel marketing expert Bill Geist shares the latest generational and consumer trends with suggestions on how you can capitalize on new attitudes by creating unique products, packages and marketing messages. You'll hear how others are breaking through with unique experiential offerings as well as learn about exciting new marketing tactics that cost little...but can produce big. A fast-paced, 60 minute presentation that will arm you with ideas you can implement as soon as you return home.

Bill Geist is the President of Zeitgeist Consulting, a firm specializing in strategic planning, governance, convention center development and legislative issues for convention and visitor bureaus, chambers of commerce, economic development organizations and communities.

He has provided consulting services to over 100 Destination Marketing Organizations since 1995 and is a popular speaker on customer service, trends and marketing across North America. He is the author of "*Destination Leadership for Boards*" and a contributor to "*Fundamentals of Destination Marketing*."

Prior to forming Zeitgeist Consulting, Geist served as the President/CEO of the Greater Madison (WI) Convention & Visitors Bureau and previously led the Kankakee County (IL) CVB where he landed the first multi-year contract ever awarded for the American Power Boat Association's National Outboard Championships.

Geist has served as the President of the Wisconsin Association of Convention & Visitors Bureaus and the Vice-Chairman of the Board of Directors of the Wisconsin Tourism Federation, Vice-Chair of the Wisconsin Governor's Council on Tourism and a Board member of the Illinois Council of Convention & Visitors Bureaus.

Geist holds an Executive MBA from the University of Wisconsin and a Bachelor of Arts degree in Political Science from Kenyon College.